

FIG. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

	<u>Fixed</u>	<u>Fluid</u>
Verbal Elements		
Names		
Brand name	_____	_____
Form Name	_____	_____
Version Names	_____	_____
Benefits		
Strategic Brand Benefit	_____	_____
Variant Benefits	_____	_____
Other		
Any key identity phrases	_____	_____
Brand story (legend & lore)	_____	_____
Visual elements		
Color Palette	_____	_____
Graphics/iconography	_____	_____
Key Imagery	_____	_____
Audio elements		
Musical Identity	_____	_____
Voice quality	_____	_____
Tactile elements		
Package shape	_____	_____
Package material	_____	_____
In-store display structures	_____	_____
Product textures	_____	_____
Experiential Elements		
Product usage experience	_____	_____
Product choice/versioning	_____	_____
Web experience	_____	_____
In-store experience	_____	_____
In-store themes	_____	_____
Distribution points	_____	_____
Physical Elements		
Product category	_____	_____
Product technology		
current	_____	_____
future	_____	_____
Numerical Elements		
Pricing	_____	_____
Sizing	_____	_____
Interpersonal/Emotional Elements		
Primary target consumer	_____	_____
Secondary target consumer	_____	_____
Product use social context	_____	_____

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Fig. 2

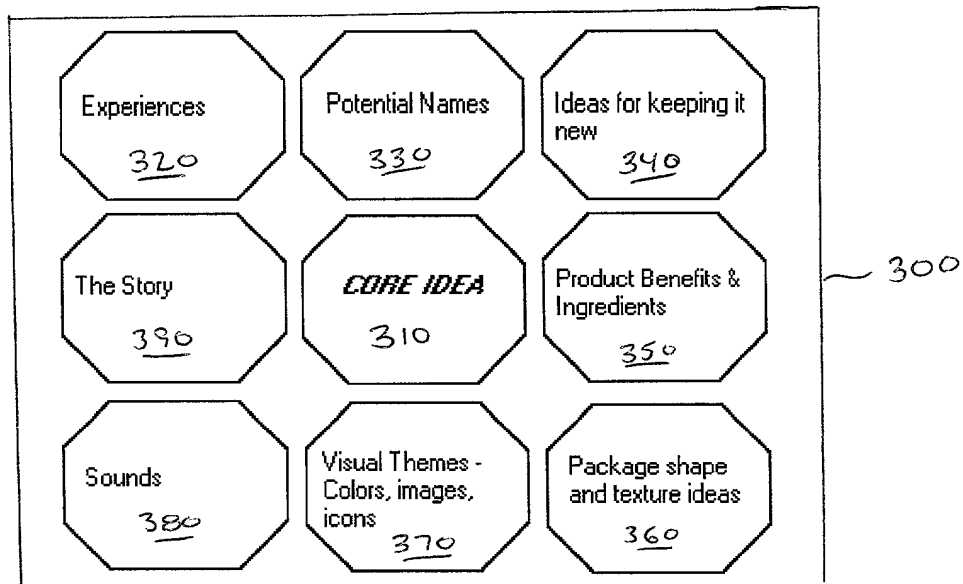


FIG. 3